QUOTE GM #27

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Title

Created

BEEF
DELI
"You can have it all
With a bit of compromise. Or rather, balance to take out any negative connotation of the word
compromise
I grew up in Switzerland with a strong respect for Mother Nature where, like most local citizens, I
don't litter randomly, I recycle, I use trains as much as possible and tend to eat seasonal, clean
food. And I export those habits when living in different parts of the world. All in all, I consider
myself to be somewhat of an environmentalist. I do my bit. However, I am not an animal crusader
nor am I a vegan. I do believe, that like my ancestors, I need to consume animal proteins along
side vegetables and other goodies nature has to offer. But I am also aware that like the wheat
available today is genetically different from the one my forefathers ate, meat and the process to
produce it, are also dramatically different. Almost inconceivably so.
It is precisely because I love a good piece of meat that I want to make sure that I can enjoy a
steak dinner on our planet at some point in the future, that I have decided to be a lot more picky
about the source of my beef and limit my consumption.
Indeed the specific statistics vary on how much more environmentally strenuous cattle breeding
is, but the numbers state that the entire beef production is between 5x more to 13x more
environmentally onerous than the next available option in animal protein - pork, then comes
chicken, turkey and fish in descending order Whichever way you look at it, there are orders of
magnitudes of a difference.
While the promise to give up beef fully seems a bit too far fetched for a steak lover like I am, the
idea of limiting my consumption to very good quality, environmentally-safe sourced beef, a few
times a month seemed like the appropriate compromise.
It is a balance between my love for this planet and the environment, my desire to contribute to
available resources for other crops, wider access to good nutrition and yes, there are also those
pesky other advantages such as health and defeating animal cruelty. Because, at the end of the
day, it's such a privilege to be able to enjoy a piece of blue/rare sirloin – let's give that meal all
the love and attention it deserves."
Dy my nationt NIVII DEMOTT
By my patient NIKKI DEMBITZ